



TOWN OF DISCOVERY BAY

A COMMUNITY SERVICES DISTRICT

SDLF Gold-Level of Governance



President – Bill Mayer • Vice-President – Bill Pease • Director – Kevin Graves • Director – Robert Leete • Director – Bryon Gutow

**NOTICE OF THE REGULAR MEETING
OF THE COMMUNICATIONS COMMITTEE
OF THE TOWN OF DISCOVERY BAY
WEDNESDAY February 6, 2019
STANDING COMMUNICATIONS COMMITTEE REGULAR MEETING 5:30 P.M.
Community Center
1601 Discovery Bay Boulevard, Discovery Bay, California
Website address: www.todb.ca.gov**

Communications Committee Board Members

*Bill Pease
Bryon Gutow*

A. ROLL CALL

1. Call business meeting to order 5:30 p.m.
2. Roll Call.

B. PUBLIC COMMENTS (Individual Public Comments will be limited to a 3-minute time limit)

During Public Comments, the public may address the Committee on any issue within the District's jurisdiction which is not on the Agenda. The public may comment on any item on the Agenda at the time the item is before the Committee for consideration by filling out a comment form. The public will be called to comment in the order the comment forms are received. Any person wishing to speak will have 3 minutes to make their comment. There will be no dialog between the Committee and the commenter as the law strictly limits the ability of Committee members to discuss matters not on the agenda. We ask that you refrain from personal attacks during comment, and that you address all comments to the Committee only. Any clarifying questions from the Committee must go through the Chair. Comments from the public do not necessarily reflect the view point of the Committee members.

C. DRAFT MINUTES TO BE APPROVED

1. November 7, 2018 Communications Committee DRAFT meeting minutes.

D. DISCUSSION ITEMS

1. Discussion Regarding Chair and Vice-Chair.
2. Discussion Regarding an update on the Message Board.
3. Discussion Regarding Message Board Policy.

E. FUTURE DISCUSSION/AGENDA ITEMS

F. ADJOURNMENT

1. Adjourn to the next Standing Communications Committee meeting at the Community Center located at 1601 Discovery Bay Boulevard.

"This agenda shall be made available upon request in alternative formats to persons with a disability, as required by the American with Disabilities Act of 1990 (42 U.S.C. § 12132) and the Ralph M. Brown Act (California Government Code § 54954.2). Persons requesting a disability related modification or accommodation in order to participate in the meeting should contact the Town of Discovery Bay, at (925) 634-1131, during regular business hours, at least forty-eight hours prior to the time of the meeting."

"Materials related to an item on the Agenda submitted to the Town of Discovery Bay after distribution of the agenda packet are available for public inspection in the District Office located at 1800 Willow Lake Road during normal business hours."



TOWN OF DISCOVERY BAY

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**MINUTES OF THE REGULAR MEETING
OF THE COMMUNICATIONS COMMITTEE
OF THE TOWN OF DISCOVERY BAY
WEDNESDAY November 7, 2018
STANDING COMMUNICATIONS COMMITTEE REGULAR MEETING 5:30 P.M.
Community Center
1601 Discovery Bay Boulevard, Discovery Bay, California
Website address: www.todb.ca.gov**

Communications Committee Board Members

*Chair Bill Mayer
Vice-Chair Chris Steele*

A. ROLL CALL

1. Call business meeting to order 5:32 p.m. – By Chair Mayer.
2. Roll Call – All Present.

B. PUBLIC COMMENTS (Individual Public Comments will be limited to a 3-minute time limit)

None.

C. DRAFT MINUTES TO BE APPROVED

1. August 1, 2018 Communications Committee DRAFT meeting minutes – Approved.

D. DISCUSSION ITEMS

1. Discussion Regarding an Update Related to the Electronic Message Board.
General Manager Davies – Provided an update regarding the Electronic Message Board related to CEQA, County impacts, mitigation, permits along with public comment on the project, Zoning Commission and Building Department.
2. Discussion Regarding an Update Related to Google Analytics Dashboards.
Administrative Assistant McCool – Provided an update regarding Goggle Analytics Dashboard and Top Pages. There was discussion regarding the content in the reports.
3. Discussion Regarding an Update Related to the Sign up for Email Updates Notification.
Administrative Assistant McCool – Provided an update regarding the Sign up for Email Updates Notification through MailChimp overview and a Campaign Report. There was discussion regarding the content in the reports.

Recreation Programs Supervisor Kaiser – Provided additional details regarding our Website and Facebook related to Recreation. The discussion continued related to different request for items to be placed on our Website along with accomplishments to the Community Center and Staff.

E. FUTURE DISCUSSION/AGENDA ITEMS

1. Community Survey placed on our Facebook Page and Website related to Recreation.

F. ADJOURNMENT

1. The meeting adjourned at 5:56 p.m. to the next Standing Communications Committee meeting at the Community Center located at 1601 Discovery Bay Boulevard.

//cmc – 11-08-18

<http://www.todb.ca.gov/agendas-minutes>



Town of Discovery Bay

Program Area: Board	Policy Name: Message Board Policy	Policy Number:
Date Established: , 2019	Date Amended:	Resolution: 2019-

ARTICLE I

NAME

This Policy shall be known as the Town of Discovery Bay Community Services District (“District”) Message Board Policy.

ARTICLE II

PURPOSE

The purpose of this Policy on use of the Discovery Bay Stationary Message Board (“Message Board”) is to create a non-public forum to communicate District-related emergency and/or safety information to residents and visitors, and to promote community events and milestones. The Message Board serves to notify citizens and visitors of upcoming events that are (i) District-sponsored, (ii) District co-sponsored, (iii) sponsored by a local non-profit, (iv) sponsored by any other local governmental or educational entity, (v) life milestones of Discovery Bay residents, or (vi) sponsored by a Discovery Bay-based business (collectively and individually “District Programming”). Emergency and/or safety messages will typically include information on hazardous conditions, the need for extra caution, traffic detour and/or emergency instructions. Community events and milestone information on the Message Board will typically consist of event dates, names, details, contact information, and may display multiple events at any one time.

ARTICLE III

GENERAL GUIDELINES

The Stationary Message Board shall be administered at the District’s discretion and is restricted to use by the District for District messaging, District-sponsored events, District co-sponsored events, events by a local non-profit, events sponsored by any other local governmental or educational entity, community events sponsored by a local business, and life milestone events of Discovery Bay residents, provided that the event benefits Discovery Bay or its residents and meets the requirements of this Policy.

The Message Board may be used to promote events that are:

1. of broad benefit to the Discovery Bay community;

Town of Discovery Bay CSD Sign Board Policy
Established _____, 2019

2. not of a political or partisan, commercial (except as provided in Section 5.4.5), obscene, or religious (non-secular) nature; and
3. taking place within the limits of Discovery Bay.

ARTICLE IV

DEFINITIONS

4.1 Applicant: An individual or a Representative or agent of a Discovery Bay based business, local non-profit or any other local governmental or educational entity seeking to publicize an event on the Message Board.

4.2 District Co-sponsored: An event coordinated and conducted through a partnership between the District and another organization.

4.3 District Sponsored: An event coordinated and conducted entirely by the District.

4.4 Event: An organized function, open to the public, located within Discovery Bay and benefitting the District residents. To be eligible, the event must occur within 365 calendar days of the first day the applicant seeks to post about the event on the Message Board.

4.5 Local Non-profit Organization: Organizations located in Discovery Bay or that primarily serve Discovery Bay residents that are registered with the State of California as a “non-profit” community organization or that are exempt under section 501(c)(3) of the Internal Revenue Code.

4.6 Other Local Governmental or Educational Entity: Any local government agency or entity, including but not limited to school districts, that directly serves Discovery Bay residents.

4.7 Life Milestone Events: Events including, but not limited to Birthdays, Anniversaries, Graduations, Proposals, Retirements and Weddings. Recognition is limited to those who reside in Discovery Bay.

4.8 Discovery Bay Based Business: Business located in Discovery Bay and serving Discovery Bay residents.

ARTICLE V

POLICY

5.1 District messaging shall take priority and shall supersede all other messaging. Messaging for District business and District sponsored and co-sponsored events shall be by approval and discretion of the General Manager.

5.2 The District may, for the benefit of the community at large, allow for temporary display of event information on the Message Board to promote events. The display of information on the Message Board is limited to District Programming, functionality and availability

5.3 Any person or entity that wishes to display or advertise an event that is not sponsored or co-sponsored by the District must submit a complete application form and pay a non-refundable

twenty-five dollar (\$25.00) application fee. The form and fee must be submitted to the District General Manager to be considered at the following Communications Committee meeting. Approval of message requests is entirely at the discretion of the Communications Committee.

5.4 The Communications Committee shall consider requests and applications to display information on the Message Board in the following priority:

1. District sponsored events.
2. District co-sponsored events.
3. Local "non-profit" organization events that benefit the Discovery Bay community or District.
4. Local governmental or educational entity events that benefit the Discovery Bay community.
5. Events that benefit the Discovery Bay community or District and are sponsored by a Discovery Bay based business.
6. Life milestone events of Discovery Bay residents.

5.5 If approved, event information shall typically be displayed for a period not to exceed seven days. The maximum allowable period of display on the Message Board is:

1. Unlimited for District sponsored events.
2. Unlimited for District co-sponsored events.
3. Ten days prior to event for local "non-profit" organizations, local governmental or educational entities, life milestones, or Discovery Bay based businesses. Additional time may be approved on a case-by-case basis.

5.6 In the event that the next regularly scheduled Communication Committee meeting date conflicts with the timing of the application submittal and event date, the General Manager, if feasible, may bring the application to the District Board of Directors to be considered in the same manner as if before the Communications Committee. All decisions by the Board shall be final.

ARTICLE VI

PROCEDURES

6.1 Event information to be considered for display on the Message Board must be submitted to the General Manager, not less than a minimum of 45 days prior to the event, but no more than 6 months prior to the event. The General Manager, or her/his designee, may allow a shorter time period.

6.2 Event name, date, location of the event, phone number for more information, and contact person must be included with the request on the application form. Requests will not be taken over the phone. Additional information such as event details, website, email address, and organization information is encouraged and may be required for a better understanding of the event and organization.

6.3 The length of messages is limited due to the size of the sign. The number of messages which appears at any given time period is also limited to six (6) individual messages at any one time.

6.4 "Non-profit" organizations shall submit proof of their non-profit status concurrently with their application to post on the Message Board.

6.5 The General Manager, or her/his designee, shall review all information submitted and present the application to the Communications Committee. The Communications Committee shall make a final determination as to whether the application for use of the Message Board is approved based on this policy, including rejection of application(s). The Communication Committee's decision may be appealed to District Board of Directors upon payment of a fee of twenty-five dollars (\$25.00). A person desiring to appeal a decision shall file notice of appeal in writing with the General Manager within ten (10) days after the date of the decision being appealed. The notice shall briefly state the facts and the grounds of appeal.

6.6 The District offers no guarantee with respect to posting of messages on the Message Board or the number of seconds during which the message will be displayed. Prospective users are encouraged to use a variety of media for events and not rely solely on the Message Board.

ARTICLE VI

MOBILE ELECTRONIC SIGN BOARD

7.1 Use of the mobile electronic sign board is limited to the exclusive use of District Messaging, District Sponsored events and District Co-Sponsored events.

7.2 Use and location of the mobile electronic sign board either as a stand alone or in addition to the Message Board shall be by approval and discretion of the General Manager.

ARTICLE VIII

MISCELLANEOUS

8.1 All policies and regulations are subject to change at any time, and without advance notice. No rights are obtained or enforceable as regards to any request or submittal and all costs related to a submittal shall be solely borne by the applicant.

8.2 Fees are adopted by Discovery Bay Board of Directors and are subject to yearly review. Adopted fees are intended to be charged on a per message and per day application.

8.3 Urgent District business, including emergency messages, as determined by the General Manager, or her/his designee, takes precedence over any previously scheduled requests. In the event an applicant's previously approved event is not posted, refunds will be provided for messages posted for less than 72 hours.